

HEARN

Fourteenth Street

West of Fifth Avenue

NEW DRESSES

As Lovely as a Summer Day

A delicate vivacity of color, a carefree, youthful mood in tune with the spirit of Summer, especially characterize our large selections of frocks from which these charming examples are chosen.

Money-saving values and consideration for thrift, so essentially a part of the policy of this store, are evidenced in every price.



A.—FRENCH LINEN DRESS
with fine pleatings at neck and sleeves, and pockets embroidered with white braid; belt is of black leather. May be had in Canary or Saxe blue. Our regular \$4.75

B.—DOTTED SWISS DRESS
with red or blue dots, over foundation of white organdie; three embroidered arrows finish the front. Our regular \$2.75

C.—ORGANDIE DRESS
with apron tunic; sash and trimmings of white organdie; model comes in orchid, shell pink and turquoise. Our regular \$2.50



D.—DOTTED VOILE DRESS
combined with plain-tone voile and trimmed with rows of fine Val. lace; finished with dainty bouquet of field flowers. Comes in orchid, Saxe blue and peach. Our regular \$4.75 18.50

E.—ORGANDIE DRESS
with redingote effect of colored organdie over white; girdle of contrasting velvet ribbon. Colors are light blue, coral and orchid. Our regular \$4.75 28.50

F.—BLACK TAFFETA DRESS
with organdie collar and cuffs and tunic of organdie and flit lace; dainty French flowers. Our regular \$4.75 38.50

Vantine's
ORIENTAL PERFUMES
AND TOILET REQUISITES

Perfume Your Home With Incense

WHEN burned in reception hall, the fragrance of Vantine's incense will pervade the upper rooms, purifying the air by absorbing all odors and impart a most pleasing odor to all draperies, etc.

In unique packages, at 75c, \$1.50 and \$2.00, or in sets (as illustrated), consisting of Oriental design burner and package of incense, at \$1.50.

Vantine's Temple Incense, Oriental Perfumes and Toilet Requisites are sold by the best shops everywhere or mailed direct upon receipt of price.

"Acquaintance Packet" of Incense free upon request. Address Dept. T.

A. A. VANTINE & CO. Inc. 5TH AVENUE and 39TH STREET, N. Y.

We Are Quality Folks—

we members of the Somelastique Family. You can find no better Beds, Box Springs, or Upholstered Furniture in all New York—but we're democratic when it comes to price.

For instance—
A Luxurious Long-Hair Mattress \$1.20 to order, per pound—
25 lbs. used in single size.

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Rare Values to Rare Furniture
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Between Fifth and Sixth Avenues
Factory 301-307 E. 2nd Street
Auto deliveries within 50 miles of New York

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PRICELESS

\$1,000,000 will not buy your eyesight. Have your eyes examined and wear Soft-Lite lenses.

M. Singer
206 Broadway 156 Fulton St.
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HOLLOWAY Furniture

The HOLLOWAY COMPANY, Inc.
48TH ST. and SIXTH AVENUE

At Holloway's you will find a wide selection of lacquer objects at moderate prices. Consoles, mirrors, day beds, tables, lamps, etc. Living room, bedroom and dining room furniture in mahogany and lacquer.

The black lacquer reception chair illustrated is decorated in gold.

Price \$25.00

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GOWNS, WRAPS, SUITS, FURS,
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Motion Pictures Taken of Social Events and Intimate Home Life

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Flickerless SAFETY STANDARD Motion Picture Projector

Embodies seven years of successful experience gained in the world-wide sale and use of over 10,000 former models in exclusive City and Country Homes, Schools, Churches, Clubs and Commercial Establishments.

The New Premier is as great an improvement over the former models as the modern self-starting, high-powered limousine is superior to the auto of ten years ago. So simple that anybody can operate it. So exquisitely built that its pictures amaze and delight the expert critics. So safe with its narrow-width, slow-burning film that it is labeled by the Underwriters "Enclosing booth not required."

The operation of any portable projector USING CELLULOID FILMS without a fire-proof enclosing booth is prohibited by State, Municipal and Insurance restrictions, and the violator is subject to severe penalties. But the New Premier Pathéscope can be used anywhere without a licensed operator and without violation of insurance restrictions.

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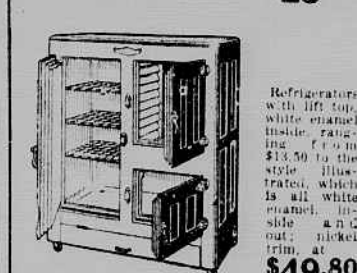
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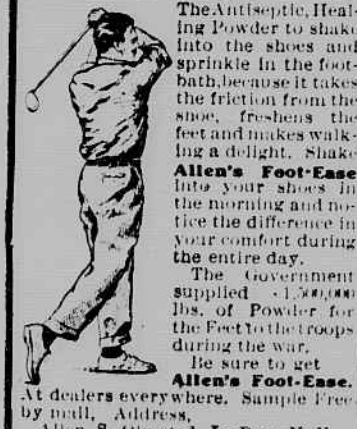
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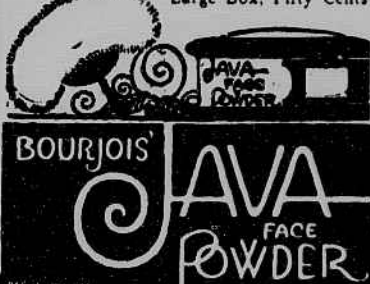
The Antacid, Healing Powder to shake into the shoes and sprinkle in the foot-bath, because it takes the friction from the shoe, freshens the feet and makes walking a delight. Shake Allen's Foot-Ease into your shoes in the morning and notice the difference in your comfort during the entire day.

The Government supplied 1,500,000 lbs. of Powder for the feet of the troops during the war.

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Large Box, Fifty Cents



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BOURJOIS delicately fragrant "Java" is ideal for warm days, when face powder is used more profusely than usual to keep the skin dry and fragrant. Its caressing adherence adds greatly to the becomingness of sheer summer finery.

Since 1860 Bourjois' "Java" has steadily held first place in the favor of fastidious femininity the world over. To enhance the complexion fairness bestowed by "Java" Face Powder, Bourjois offers "Ashes of Roses" (Box 1.00) a French hand-made rouge of unique naturalness, in a large variety of styles and sizes, at 35c and higher. No. 88 illustrated below.

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